

# App Store Price Committee

## U.S. Linked Transactions

1/11/24

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## Tentative Plan of Record

**Commission:** 27% standard | 12% program

**Time Window:** 7 days

Includes auto-renewals for subscriptions initiated during time window

**Program Eligibility:**

Small Business Program and Tenured Subscriptions on IAP are eligible

Video Partner Program and News Partner Program not eligible

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# Summary

## Resulting from the Epic injunction, Apple is

*“permanently restrained and enjoined from prohibiting developers from (i) including in their apps and their metadata buttons, external links, or other calls to action that direct customers to purchasing mechanisms, in addition to In-App Purchasing and (ii) communicating with customers through points of contact obtained voluntarily from customers through account registration within the app.”*

### Compliance Requirement

Item	Linked Transactions
Geo	U.S.
Eligibility	iOS or iPadOS App Store, US storefront
Compliance Date	Redacted

### Key Pricing Considerations

Commission Rate
Commission Time Window
Program Eligibility

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Slide 3

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TK1

Redacted

Timothy Kim, 12/11/2023

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## Launch timeline

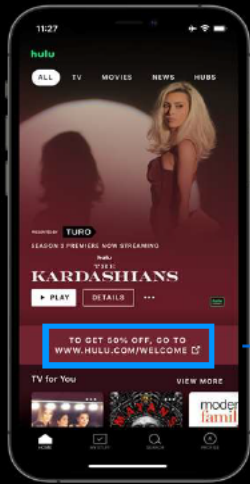
# Redacted

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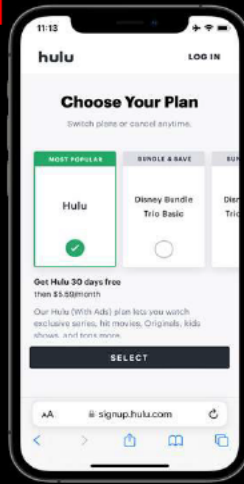
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# Link Entitlement Policies & User Experience

Redacted



In-App external link



Web: Choose Plan

- Language and design must follow templates
- One URL per app
- Displayed once in an app, on an app page user navigates to (not an interstitial, modal, or pop-up), and can't persist when user leaves page
- Link cannot be displayed on any page that is part of flow to merchandise/initiate an IAP

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Slide 5

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LL1

Redacted

Redacted

Ling Lew, 1/10/2024

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# Features

Platform Integrity  
Proprietary Tools and Technologies  
Curation for Safety, Privacy, and Trust  
Secure Distribution at Scale  
Discovery  
Marketplace Tools and Services  
IAP Payments & Commerce

## Apple IAP



Commission

## Linked Transactions



Commission




Note: The categories displayed here are just an illustrative subset of the most critical components of value that Apple provides to developers.

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## Existing Rates

	Standard   Programs	
 Apple IAP	30%   15%	
 3rd Party Payments	26%   N/A	
 3rd Party Payments or Linking Out	27%   12%	

*Rates have no time duration limit*

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Slide 7

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JB1

Redacted



Jennifer Brown, 1/10/2024

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## Analysis Group Valuation of Developer Offering Components

All percentages are expressed relative to customer spend

Apple Framework	Analysis Group Framework	Costs for Small Developers	Costs to Large Developers	Notes
Platform Integrity	Platform Technology	30% for integrated game platforms (inclusive of other items)		Provides a lower bound on the value because substitutes do not replicate all capabilities of the Apple platform
Proprietary Tools and Technology		5% - 20% for platform technology with demand generation 0.3% - 6% for platform technology with no demand generation		
Developer Services and Support	Developer Tools and Services	5% - 16%		A key benefit of current Apple model is that it lowers startup costs and risks
Secure Distribution at Scale	Distribution	4% - 25%	4% - 14%	Provides a lower bound that does not include the user trust in the App Store's privacy and piracy protection measures
Discovery	Discovery	5% - 21%	5% - 14%	Third-party discovery options involve substantial effort and may require paying for services without realizing revenue <sup>117</sup> <sub>30%</sub>
IAP Payments and Commerce	No valuation exercise undertaken	Not estimated		

Possible overlap in Analysis Group framework, so separate line items are not necessarily additive  
 Per Analysis Group, Apple's offering is unique and that these values are approximations of the value of these services  
 Source: App Store Commission Rates and the Value of Apple and the App Store to Developers - July 2023

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**AR1** I would rather do Gross Margin impact. If not, the following slide provides the answer of the financial impact  
Alex Roman, 7/3/2023

**JW1** Redacted  
  
Jeff Wilder, 7/12/2023

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## Commission Levels across Mobile App Marketplaces

	<div><div></div> Full-Featured</div> <div><div></div> Basic</div> <div><div></div> Limited/None</div>	Linked Transactions (Apple)	Apple IAP	Google Play	ONE store	Amazon Appstore	Samsung Galaxy Store	Huawei AppGallery (Mainland China)	Codashop
Platform Integrity									
Proprietary Tools & Technologies									
Developer Services & Support									
Secure Distribution at Scale									
Discovery									
IAP Payments & Commerce									
Pricing	TBD	30% standard 15% Y2 subscriptions 15% SBP 15% VPP/ NPP	30% standard 10-15% Play Media Experience 15% 1st \$1M in billings 15% subscriptions	20% standard 5% with 3P billing	30% Standard 20% SBP equivalent (additional 10% in free AWS credits)	30% standard Negotiated rates	50% games in-app purchase 30% other in-app purchase 20% education	15%	

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**Slide 9**

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**NB1**

**Update**

Nate Barton, 1/9/2024

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## Integrated Platform Marketplace Competitors

		Linked Transactions	App Store	Google Play	Microsoft Store (Xbox)	Playstation Store	Nintendo eShop	Microsoft Store (PC)
		27% for transactions within 7 days of linkout	30% standard	30% standard	30% standard	30% standard	30% standard	15% for apps
		15% tenured subs	15% subscriptions	15% subscriptions				12% for games
		0% other transactions	15% VPP / NPP	10-15% Play Media Experience				0% non-games with 3P billing
		15% SBP	15% under \$1M					
<b>Pricing</b>								
<b>Negotiated Deals</b>		No	No	Yes	Yes	Yes	Yes	Yes
Platform Integrity		●	●	●	●	●	●	●
Proprietary Tools & Technologies		●	●	●	●	●	●	●
Curation for Safety, Privacy, and Trust		●	●	●	●	●	●	○
Distribution at Scale		●	●	●	●	●	●	●
Discovery		●	●	●	●	●	●	●
Marketplace Tools and Services		●	●	●	●	●	●	●
IAP Payments & Commerce		○	●	●	●	●	●	●

Note: Apple IAP Payments and Commerce includes AppleCare and customer service

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Note: prices are inclusive of payment processing and commerce

## Commissions across non-Mobile App Marketplaces

	<div> <div></div> Full-Featured           <div></div> Basic           <div></div> Limited/None         </div>	Linked Transactions (Apple)	Apple IAP	Playstation Store	Microsoft Store (Xbox)	Nintendo eShop	Microsoft Store (PC)	Steam	Epic Games Store
Platform Integrity									
Proprietary Tools & Technologies									
Developer Services & Support									
Secure Distribution at Scale									
Discovery									
IAP Payments & Commerce									
Pricing	TBD	30% standard 15% Y2 subscriptions 15% SBP 15% VPP/ NPP	30% standard	30% standard	30% standard	30% standard	15% Apps and in-app purchases 12% PC games 0% non-games with 3P billing	30% under \$10M 25% \$10M to \$50M 20% above \$50M	12% standard 0% with 3P billing

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**Slide 11**

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**NB2**

**Update**

Nate Barton, 1/9/2024

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## Standalone Marketplaces Competitors

	Linked Transactions	Steam	Amazon Appstore	Samsung Galaxy Store	Epic Games Store	ONE store	Codashop
<b>Pricing</b>	27% for transactions within 7 days of linkout 0% other transactions	30% under \$10M 25% \$10M - \$50M 20% above \$50M	30% standard 20% SBP equivalent (additional 10% in free AWS credits)	30% standard	12% standard 0% with 3P billing	20% standard 5% with 3P billing	15%
<b>Negotiated Deals</b>	No	No	Yes	Yes	Yes	Yes	Yes
Platform Integrity	●	●	●	●	○	○	○
Proprietary Tools & Technologies	●	●	●	●	●	○	○
Curation for Safety, Privacy, and Trust	●	●	○	○	○	○	○
Distribution at Scale	●	●	●	●	●	○	○
Discovery	●	●	●	●	●	●	●
Marketplace Tools and Services	●	●	●	●	●	●	○
IAP Payments & Commerce	○	●	●	●	●	●	●

Note: Apple IAP Payments and Commerce includes AppleCare and customer service

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Note: prices are inclusive of payment processing and commerce

## Time Windows across Discovery Channels

### Affiliate Benchmarks

	Company	Time Window
<b>First Party Affiliate Programs</b>	Microsoft	14 days
	Norton Lifelock	30 days
	Wall Street Journal	30 days
	McGraw Hill	30 days
	Bluehost	90 days
<b>Platform Affiliate Programs</b>	eBay	24 hours
	Amazon	24 hours
	Walmart	3 days
	Etsy	30 days

### Advertising Benchmarks

	Company	Time Window
<b>Mobile Measurement Partners</b>	Adjust	7 days
	AppsFlyer	7 days
	Branch	7 days
	Singular	7 days
	Kochava	30 days
<b>Self- Attributing Networks</b>	Meta	7 days
	Snapchat	28 days
	Twitter	30 days
	Google	30 days

First party affiliate programs involve referrals for directly owned and produced goods/services.  
 Platform affiliate programs involve referrals to a central platform / marketplace to sell 3P owned and produced goods/services.  
 Source: App Store Commission Rates and the Value of Apple and the App Store to Developers - July 2023

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# App Store Ecosystem Indicative P&L

## WW

## US

\$M	FY22	FY23	FY22	FY23
<b>Billings</b>				
<i>Less: Developer Payout</i>				
Gross Revenue				
<i>Less: Contra Revenue Adj</i>				
<b>Net Revenue</b>				
App Store Ecosystem - Direct				
Apple Ecosystem - R&D (Allocated)				
Apple Ecosystem - SG&A (Allocated)				
<b>Total Expenses</b>				
<b>Operating Margin \$</b>				
<b>Operating Margin %</b>				

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## App Store Ecosystem Indicative P&L

Cost Attribution	Group	R&D	SG&A	Excluded
Direct	Services	✓	✓	
Allocated	HWE	✓		
	SWE	✓		
	Other R&D	✓		
	Mkt/Marcom/Adv		✓	
	Ops/AppleCare		✓	
	G&A (e.g., Finance, Legal)		✓	
Excluded	Retail			✗
	Sales			✗

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# App Store Ecosystem Indicative P&L

This is not a comprehensive list, is not in any order of priority, and is for illustrative purposes only

Direct (Services)	R&D	SG&A
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# App Store Indicative P&L

	WW			US		
\$M	FY22	FY23 F	FY24 F	FY22	FY23 F	FY24 F
<b>Billings</b>						
<i>Less: Developer Payout</i>						
Gross Revenue						
<i>Less: Contra Revenue Adj</i>						
<b>Net Revenue</b>						
IS&S OCOGS						
IS&S OPEX						
Total Services Spend						
Apple Ecosystem OPEX & OCOGS						
<b>Total Expenses</b>						
<b>Operating Margin \$</b>						
<i>Operating Margin %</i>						

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## Effective Commission on Link-Out Transactions

Time Duration	Commission Rate				
	20%	23%	25%	27%	30%
Current Session	12%	14%	16%	17%	20%
24 hrs	12%	15%	16%	18%	20%
72 hrs	12%	15%	16%	18%	21%
7 Days	12%	15%	17%	18%	21%
30 Days	13%	16%	18%	20%	22%

Financial Assumptions : 50% returning customers | *effective commission does not account for collection/measurement risk*

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Slide 18

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JB2

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Jennifer Brown, 1/10/2024

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# Analysis of Net Impacts on App Store Margins

Operating margin impacts are net of both link-out and standard Apple IAP business

U.S. Revenue Impact  
U.S. Op Margin Impact

Redacted

**FY24**

**Steady State**

**Commission Rate**

**Commission Rate**

Duration	20%	23%	25%	27%	30%
Current Session					
24 hrs					
72 hrs					
7 Days					
30 Days					

20%	23%	25%	27%	30%

## Financial Assumptions :

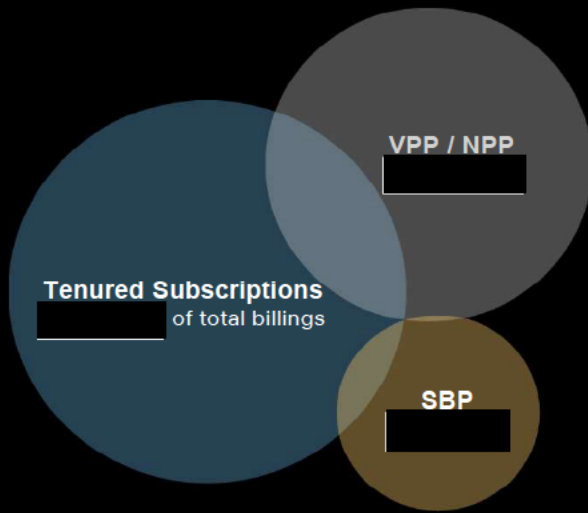
50% returning customers | 30% link-out share | 10% measurement impact | ~75% billings link-out implementation | **Linear ramp** for FY24

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## Program Eligibility



### Small Business Program

Continue to promote growth of small developers with minimal financial impact

### Tenured Subscriptions

Discount acknowledges developer's effort in retaining customers

### Video Partner Program / News Partner Program

Require participants to maintain high bar of user experience and ecosystem integration aligned with partner program goals

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<u>Size</u>	<u>Area</u>	<u>Diameter</u>
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[REDACTED]		
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**Backup**

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## Key Assumptions for Financial Impact Analysis

- Efficient implementation by developers to maximize their margin
- All subsequent non-sub transactions go through developers' direct channels (with no commission)
- Every subsequent transaction that goes through the App Store will reduce Apple's revenue loss
- VPP and NPP Linked Transactions billings are not eligible for program discounts
- 10% collection/measurement risk factored into sensitivities
- 25% breakage is the break-even point for developer decisioning

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# Proforma Margin Analysis of Link-out (standalone)

Operating margins do not reflect overall App Store loss (reflected on following slide)

U.S. Link-out Revenue  
U.S. Link-out Op Margin

## Commission Rate

### Time Duration

	20%	23%	25%	27%	30%
Current Session					
24 hrs					
72 hrs					
7 Days					
30 Days					

### Financial Assumptions :

50% returning customers | 30% link-out share | 10% measurement impact | ~75% billings mix

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## Net Impacts on App Store Margins (*Steady State*): Linked Transactions Share Sensitivities

### 10% Link-out Share

Duration	Commission Rate				
	20%	23%	25%	27%	30%
Current Session					
24 hrs					
72 hrs					
7 Days					
30 Days					

### 50% Link-out Share

Duration	Commission Rate				
	20%	23%	25%	27%	30%
Current Session					
24 hrs					
72 hrs					
7 Days					
30 Days					

#### Financial Assumptions :

50% returning customers | 10% measurement impact | ~75% billings link-out implementation | **Linear ramp** for FY24

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## Net Impacts on App Store Margins (*Steady State*): Returning Customer Sensitivities

### 0% Retuning

	Commission Rate				
Duration	20%	23%	25%	27%	30%
Current Session					
24 hrs					
72 hrs					
7 Days					
30 Days					

### 25% Retuning

	Commission Rate				
	20%	23%	25%	27%	30%

#### Financial Assumptions :

30% link-out share | 10% measurement impact | ~75% billings link-out implementation | Linear ramp for FY24

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## Effective Linked Transactions Rates (standalone)

Estimated Commission on Total Linked Transactions Billings

### Commission Rate

Time Duration	20%	23%	25%	27%	30%
Current Session	6%	8%	9%	10%	12%
24 hrs	7%	8%	10%	11%	12%
72 hrs	7%	9%	10%	11%	13%
7 Days	7%	9%	10%	11%	13%
30 Days	9%	11%	12%	13%	15%

Financial Assumptions : No returning customers

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## Illustrative Unit Economics

	Standard				Program (Subs)		
	IAP	Link-out 20%	Link-out 27%	Link-out BE	IAP	Link-out 12%	Link-out BE
<b>Billings</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<i>Proposed Commission</i>	30%	20%	27%	83%	15%	12%	13%
<i>Less: Duration Loss</i>							
<i>Less: Measurement Risk</i>							
Gross Revenue							
<i>Less: Contra Revenue Adj</i>							
<b>Net Revenue</b>							
OCOGS							
OPEX							
Total Direct Spend							
Apple Ecosystem Support							
<b>Total Expenses</b>							
<b>Operating Margin</b>							
<b>Financials Assume : 10%</b>	measurement impact   7 Days Duration   No returning transactions						

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## US Revenue: 72 Hrs vs 90 Days Illustration

	72 Hrs	90 Days	90 Days vs 72 hrs
Linked Transactions Billings			
No Retuning Customers			
Commission Eligible Billings			
Billings Not Eligible for Commission			
Commission (No Retuning Customers)			
50% Retuning Billings			
Commission (Only on retuning portion)			
Total Commission			

**Financials Assume :**

27% Standard | 12% Program | 50% returning customers | 30% link-out share | 10% measurement impact | **Steady State**

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# US App Store - Programs Impact

50% returning customers | 30% Linked Transactions share

U.S. Revenue Loss  
U.S. Op Margin Impact

## Commission Rate

Program Type / Duration	Current Revenue @ 15%	10%	12%
<b>VPP / NPP</b> (No Duration impact as all renewals are commissioned)			
<b>Tenured Subscriptions - Yr 2 Rates</b> (No Duration impact as all renewals are commissioned)			
<b>Small Business Program</b> (Similar financial impact across durations)			

### Financials Assume :

50% returning customers | 30% link-out share | 10% measurement impact | ~75% billings mix

VPP and Y2 Overlap Is accounted for in the Year 2 Subscriptions

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# App Store Payments and Support

Commission  
Rate

**Billings (\$M) - FY22**

**Revenue (\$M) - FY22**

Card Fee (Blended)

*Visa/Mastercard*

*AMEX*

*Debit Cards*

Support Cost Payment Issues

*Total Support Cost All Issues*

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## Commission Duration Considerations



\* LTV estimates for linking out based on IAP payer LTV.

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## Developer options for game / application distribution

	Linked Transactions (Apple)	Apple IAP	Google Play	ONE store	Amazon Appstore	Samsung Galaxy Store	Huawei AppGallery (Mainland China)	Codashop
Platform Integrity	OS updates Security architecture App Review DeviceCheck	OS updates Security architecture App Review DeviceCheck	OS updates Algorithmic review Play Integrity API Play Protect	None	None	None	Custom version of Android base OS	
Proprietary Tools & Technologies	iOS SDK Entitlements Xcode	iOS SDK Entitlements Xcode	Android Game Dev Kit Google Play Games Svc	None	FireOS capabilities Alexa Integrations	Bixby (voice assistant) Knox (MDM) SmartThings (IoT) Samsung Pay	Custom version of Android base OS	
Developer Services & Support	App Analytics TestFlight Ad hoc distribution GameKit / SIWA / etc.	App Analytics TestFlight Ad hoc distribution GameKit / SIWA / etc.	Google Play Services Firebase (billed separately) GCP (billed separately)	Basic developer account security	AWS (billed separately)			
Secure Distribution at Scale	Global presence 700M weekly visitors	Global presence 700M weekly visitors	Global presence Over 2B active devices	Predominantly in Korea 19M MAU	Undisclosed	"Hundreds of millions of active users each month"	Largest app store in China	
Discovery	Search Personalization Product Pages Family Sharing	Search Personalization Product Pages Family Sharing	Google App Campaigns Store listings Firebase Remote Config	Store listings Store-integrated ads			China focused	Has an owned store, but doesn't appear to drive significant traffic
IAP Payments & Commerce		Expansive payment methods Tax and fraud included					China focused	Focused on SEA payments, not materially adopted globally
Pricing	TBD	30% standard 15% Y2 subscriptions 15% SBP 15% VPP/ NPP	30% standard 10-15% Play Media Experience 15% 1st \$1M in billings 15% subscriptions	20% standard 5% with 3P billing	30% Standard 20% SBP equivalent (additional 10% in free AWS credits)	30% standard Negotiated rates	50% games in-app purchase 30% other in-app purchase 20% education	15%

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# Commissions across non-Mobile App Marketplaces

	<div> <div></div> Full-Featured           <div></div> Basic           <div></div> Limited/None         </div>	Linked Transactions (Apple)	Apple IAP	Playstation Store	Microsoft Store (Xbox)	Nintendo eShop	Microsoft Store (PC)	Steam	Epic Games Store
Platform Integrity		OS updates Security architecture App Review DeviceCheck	OS updates Security architecture App Review DeviceCheck	High bar for dev program In-depth pre-publish CERT Ongoing optimizations	High bar for dev program In-depth pre-publish CERT Ongoing optimizations				
Proprietary Tools & Technologies		iOS SDK Entitlements Xcode	iOS SDK Entitlements Xcode	Proprietary hardware, OS, and development stack	Proprietary hardware, OS, and development stack	Proprietary hardware, OS, and development stack			
Developer Services & Support		App Analytics TestFlight Ad hoc distribution GameKit / SIWA / etc.	App Analytics TestFlight Ad hoc distribution GameKit / SIWA / etc.	Game state mgmt Matchmaking Authentication / ID mgmt Stream / Share integrations	Game state mgmt Matchmaking Authentication / ID mgmt Stream / Share integrations		Azure (billed separately)	Soft launch Multiplayer Steam Workshop	
Secure Distribution at Scale		Global presence 700M weekly visitors	Global presence 700M weekly visitors	~100M MAUs	~100M MAUs	~100M MAUs		Largest PC games marketplace	
Discovery		Search Personalization Product Pages Family Sharing	Search Personalization Product Pages Family Sharing					Community / curators	
IAP Payments & Commerce			44 currencies Expansive payment methods Tax and fraud included						
Pricing		TBD	30% standard 15% Y2 subscriptions 15% SBP 15% VPP/ NPP	30% standard	30% standard	30% standard	15% Apps and in-app purchases 12% PC games 0% non-games with 3P billing	30% under \$10M 25% \$10M to \$50M 20% above \$50M	12% standard 0% with 3P billing

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## Analysis Group Analysis of Effective Rates

		App Store Billings	Facilitated Billings and Sales (est.)	Actual Commission rate	Effective Commission rate
Standard   Programs					
	Apple IAP	30%   15%			
	3rd Party IAP	26%   N/A			
	3rd Party IAP	27%   12%			

Games			
Video streaming			
eBooks / audiobooks			
Music streaming			
News and magazines			
Enterprise			
Other			
Total			

Source: App Store Commission Rates and the Values of Apple and the App Store

# US App Store - Sensitivities

Risk Factor	Revenue Sensitivity Per 10% Increase
Measurement Risk (10% Assumed in the Model)	
Linkout Share (30% Assumed in the Model)	
Retuning Customers (50% Assumed in the Model)	

**Financials Assume :**  
 27% Standard Commission | 7 Day Attribution Period | ~75% billings mix

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## BOD Update

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## Wisconsin Key Financial Variables

%

Commission



Duration

Pricing



Customer  
Adoption



Developer  
Adoption

Assumptions

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## Wisconsin Financials: Key Variables

%



**Commission**

**Duration**

**Pricing Decision**



**Customer  
Adoption**



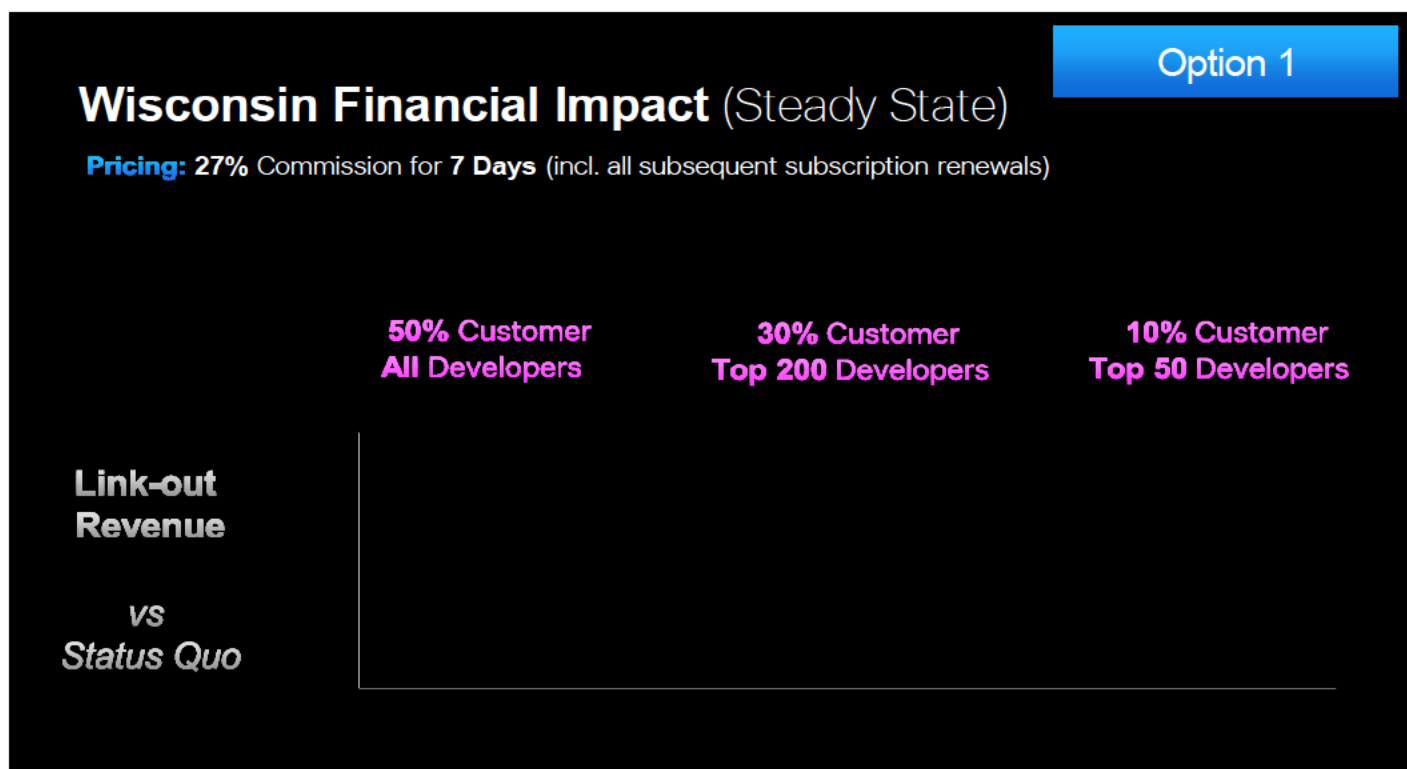
**Developer  
Adoption**



**Collections  
Risk**

**Assumptions**

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Option 2

# Wisconsin Financial Impact (Steady State)

**Pricing:** 27% Commission for 7 Days (incl. all subsequent subscription renewals)

Developer Count	Customer Adoption				Link-Out Revenue / Delta vs Status Quo
	10%	20%	30%	40%	50%
10					
50					
200					
All					

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Option 3

## Wisconsin Financial Impact (Steady State)

**Pricing: 27%** Commission for **7 Days** (incl. all subsequent subscription renewals)

WIP

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**Back-up**

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# Features

Platform Integrity  
Proprietary Tools & Technologies  
Developer Services & Support  
Secure Distribution at Scale  
Discovery  
IAP Payments & Commerce

## Apple IAP



Commission

## Linked Transactions






Commission

Note: The categories displayed here are just an illustrative subset of the most critical components of value that Apple provides to developers.

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## Existing Rates

	Standard   Programs
 Apple IAP	30%   15%
 3rd Party Payments	26%   N/A
 3rd Party Payments or Linking Out	27%   12%

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## Analysis Group Valuation of Developer Offering Components

All percentages are expressed relative to customer spend

Apple Framework	Analysis Group Framework	Costs for Small Developers	Costs to Large Developers	Notes
Platform Integrity	Platform Technology	30% for integrated game platforms (inclusive of other items)		Provides a lower bound on the value because substitutes do not replicate all capabilities of the Apple platform
Proprietary Tools and Technology		5% - 20% for platform technology with demand generation  0.3% - 6% for platform technology with no demand generation		
Developer Services and Support	Developer Tools and Services	5% - 16%		A key benefit of current Apple model is that it lowers startup costs and risks
Secure Distribution at Scale	Distribution	4% - 25%	4% - 14%	Provides a lower bound that does not include the user trust in the App Store's privacy and piracy protection measures
Discovery	Discovery	5% - 21%	5% - 14%	Third-party discovery options involve substantial effort and may require paying for services without realizing revenue <sup>117</sup> <sub>30%</sub>
IAP Payments and Commerce	No valuation exercise undertaken	Not estimated		

Possible overlap in Analysis Group framework, so separate line items are not necessarily additive  
 Per Analysis Group, Apple's offering is unique and that these values are approximations of the value of these services  
 Source: App Store Commission Rates and the Value of Apple and the App Store to Developers - July 2023

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**Slide 46**

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**AR2**

I would rather do Gross Margin impact. If not, the following slide provides the answer of the financial impact  
Alex Roman, 7/3/2023

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## Commission Levels across Mobile App Marketplaces

	<div><div></div> Full-Featured</div> <div><div></div> Basic</div> <div><div></div> Limited/None</div>	Linked Transactions (Apple)	Apple IAP	Google Play	ONE store	Amazon Appstore	Samsung Galaxy Store	Huawei AppGallery (Mainland China)	Codashop
Platform Integrity		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Proprietary Tools & Technologies		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Developer Services & Support		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Secure Distribution at Scale		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Discovery		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
IAP Payments & Commerce		<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Pricing		TBD	30% standard 15% Y2 subscriptions 15% SBP 15% VPP/ NPP	30% standard 10-15% Play Media Experience 15% 1st \$1M in billings 15% subscriptions	20% standard 5% with 3P billing	30% Standard 20% SBP equivalent (additional 10% in free AWS credits)	30% standard Negotiated rates	50% games in-app purchase 30% other in-app purchase 20% education	15%

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## Commission Duration Considerations



\* LTV estimates for linking out based on IAP payer LTV.

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## Effective Linked Transactions Rates (standalone)

Estimated Commission on Total Linked Transactions Billings

### Commission Rate

Time Duration	20%	23%	25%	27%	30%
Current Session	9%	12%	13%	15%	17%
24 hrs	10%	12%	14%	15%	18%
72 hrs	10%	12%	14%	15%	18%
7 Days	10%	12%	14%	15%	18%
30 Days	11%	13%	15%	17%	19%

Financial Assumptions : 50% returning customers

Created for Pricing Analysis

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